

Remarks

A. Claim Rejections - 35 U.S.C. 112

The Examiner has rejected claim 1 because “it is not clear if the claim is meant to be read ‘[providing] the customer with a customer identification badge.’”

Claim 1 recites:

selling an automobile to a customer wherein the customer is provided with a customer identification badge containing a plurality of customer information.

The Applicant respectfully traverses the Examiner’s rejection because claim clearly recites that the customer is provided to the customer.

B. Claim Rejections - 35 U.S.C. 103

The Applicant respectfully traverses the Examiner’s rejection of independent claims 1 and 13 under 35 U.S.C. 103(a) as unpatentable over Kanter (US 5,537,314) in view of DeWolf (2002/32626). Neither reference teaches the following limitation of independent claims 1 and 13:

wherein the customer identification badge expires after a predetermined time interval if the customer does not verify that he or she continues to possess the automobile.

The Examiner appears to rely on the following three paragraphs from the DeWolf reference to find this claim limitation:

[0109] In one embodiment, the vehicle asset record is transferred from the manufacturer or dealer to the buyer or other party. The transfer of the asset record can be done in numerous ways. In one embodiment, the asset record is transferred via a digital medium, such as, floppy disk, zip disk, tape drive, CD, DVD, smart card, etc. In a preferred embodiment, the asset record is transferred over a computer network, such as the Internet. Using the Internet allows the manufacturer or dealer to make the vehicle asset record available to customers or other interested parties even if the are remotely located.

[0114] In one embodiment, the manufacturer or dealer (e.g. GM) would offer this service for free. The auto buyer would be provided with a complete record of the origin and creation of the

asset and the access to recording of subsequent relevant incidents during the life of the vehicle. Such incidents include manufacturer issued updates and recalls, dealer scheduled service, accidents and repairs, insurance claims, satisfaction of liens, involvement in criminal activity, transfer of ownership, etc. The owner would be responsible, along with vehicle's other co-interested parties such as insurance, finance, law enforcement agencies, etc. for accessing and updating the vehicle's record. This could be a free or fee for service. It could be offered for a specific time period (e.g. duration that auto is under warranty or service contract) or offered indefinitely to a purchaser as a free service or for some consideration from the purchaser/owner. The vehicle registry service could be transferable or non-transferable (e.g. to a subsequent owner) depending on the interests of the registry service provider.

[0115] In one embodiment, owners of the vehicle could be entered to maintain the vehicle record or to use certain maintenance/repair facilities that had access to and would update the vehicle record. For example, the owners may be offered a credit, discounts, reward points, etc. In another embodiment, if the owner used a particular credit card (i.e., issued by Ford or GM) the update of the vehicle record could be automatic.

To the extent that the “floppy disk, zip disk, tape drive, CD, DVD, smart card” described in DeWolf ¶ 109 is considered to be the claimed “customer identification badge,” DeWolf does not teach or suggest that the badge “expires after a predetermined time interval if the customer does not verify that he or she continues to possess the automobile.” Accordingly, the combination of Kanter and DeWolf do not establish a *prima facie* case of obviousness. MPEP 2143.03.

The pending dependent claims are patentable at least because they depend from proper independent claims 1 and 13. MPEP 2143.03. Claims 2 and 14, in particular, recite updating the customer identification badge to reflect that the customer continues to possess the automobile. The proposed combination fails to teach this aspect of the claimed invention as

well. DeWolf does not contemplate *updating* an ownership attribute associated with the vehicle asset record.

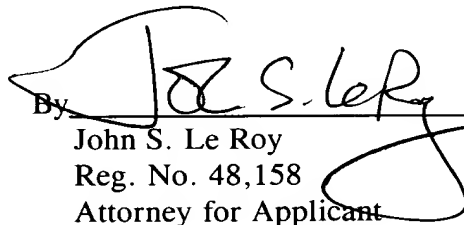
CONCLUSION

Applicant has made a genuine effort to respond to the Examiner's objections and rejections in advancing the prosecution of this case. Applicant believes all formal and substantive requirements for patentability have been met and that this case is in condition for allowance, which action is respectfully requested.

No additional fee is believed to be due as the result of the filing of this paper. However, any additional fees or credits should be applied to Deposit Account 06-1510 (Ford Global Technologies, Inc.). A duplicate of this paper is enclosed for that purpose.

Respectfully submitted,

DAVID LEFKOWITH

By 
John S. Le Roy
Reg. No. 48,158
Attorney for Applicant

Date: December 28, 2005

BROOKS KUSHMAN P.C.
1000 Town Center, 22nd Floor
Southfield, MI 48075-1238
Phone: 248-358-4400
Fax: 248-358-3351